

Rep Order# 6860082 Ver# 1 Status New  
EC'd Yes

Traffic Order# 6860082

Printed: 10/01/2012 1:28 PM  
Last Received: 10/01/2012 1:16 PM  
Showing Buylines: All Lines

1 of 3

Station KTNV-TV LAS VEGAS, NV  
Advertiser ( ) .OBAMA FOR AMERICA  
Product BARACK OBAMA  
Estimate# 1905  
Buyer Maura Gilroy  
Phone#  
Fax#

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 95/101/1905  
Flight Dates 10/02/2012 - 10/08/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

SC=\*

--- REMARKS ---

THIS IS A NEW CONTRACT

TOTAL 21,350

PLS CONFIRM ASAP

THANKS, ANGELA

| LT  | Ln  | Day   | Time    | Program         | Len  | Rate       | Dates       | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|-------|---------|-----------------|------|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | ----- | -----   | -----           | ---- | -----      | -----       | -----      | ----       | ----        | -----      | -----   |
|     | 1   | TU-F  | 5A-6A   | ACTION NWS@5AM< | :30  | \$150.00   | 10/02-10/05 | 1          | 1          | 1           | \$150.00   |         |
|     | 4   | TU-F  | 9A-10A  | MORNING BLEND<  | :30  | \$225.00   | 10/02-10/05 | 2          | 1          | 2           | \$450.00   |         |
|     | 6   | TU-F  | 2P-3P   | JEFF PROBST     | :30  | \$275.00   | 10/02-10/05 | 1          | 1          | 1           | \$275.00   |         |
|     | 9   | M     | 10P-11P | CASTLE          | :30  | \$2,750.00 | 10/08-10/08 | 1          | 1          | 1           | \$2,750.00 |         |
|     | 10  | TU    | 10P-11P | PRIV PRACT      | :30  | \$2,000.00 | 10/02-10/02 | 1          | 1          | 1           | \$2,000.00 |         |
|     | 11  | W     | 8P-9P   | MIDDLE/SUB      | :30  | \$1,750.00 | 10/03-10/03 | 1          | 1          | 1           | \$1,750.00 |         |
|     | 13  | TH    | 9P-10P  | GREYS           | :30  | \$2,500.00 | 10/04-10/04 | 1          | 1          | 1           | \$2,500.00 |         |
|     | 15  | F     | 8P-9P   | SHARK TANK      | :30  | \$1,000.00 | 10/05-10/05 | 1          | 1          | 1           | \$1,000.00 |         |
|     | 16  | F     | 9P-10P  | PRIMETIME       | :30  | \$1,500.00 | 10/05-10/05 | 1          | 1          | 1           | \$1,500.00 |         |
|     | 17  | SA    | 5P-830P | NCAA FTBALL     | :30  | \$1,500.00 | 10/06-10/06 | 2          | 1          | 2           | \$3,000.00 |         |
|     | 20  | SU    | 9P-10P  | REVENGE         | :30  | \$2,750.00 | 10/07-10/07 | 1          | 1          | 1           | \$2,750.00 |         |

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| LT  | Ln  | Day  | Time       | Program         | Len | Rate       | Dates       | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|------|------------|-----------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | ---  | ---        | ---             | --- | ---        | ---         | ---        | ---        | ---         | ---        | ---     |
|     | 21  | SU   | 10P-11P    | 666 PARK AVE    | :30 | \$1,500.00 | 10/07-10/07 | 1          | 1          | 1           | \$1,500.00 |         |
|     | 22  | SA   | 830P-930P  | POST CF NEWS    | :30 | \$1,000.00 | 10/06-10/06 | 1          | 1          | 1           | \$1,000.00 |         |
|     | 23  | TU-F | 1205A-105A | KIMMEL          | :30 | \$200.00   | 10/02-10/05 | 1          | 1          | 1           | \$200.00   |         |
|     | 24  | M    | 2P-3P      | JEFF PROBST     | :30 | \$275.00   | 10/08-10/08 | 1          | 1          | 1           | \$275.00   |         |
|     | 25  | M    | 1205A-105A | KIMMEL          | :30 | \$100.00   | 10/08-10/08 | 1          | 1          | 1           | \$100.00   |         |
|     | 26  | M    | 5A-6A      | ACTION NWS@5AM< | :30 | \$150.00   | 10/08-10/08 | 1          | 1          | 1           | \$150.00   |         |

#### ---REPORT TOTALS---

Report Totals: 19 / \$21,350.00

#### ---SALES MONTHLY TOTALS---

Oct 12: 19 / \$21,350.00

Sales Totals: 19 / \$21,350.00

Station Totals: 19 / \$21,350.00

Lines not sent/rcld/rtrn: 0 / \$0.00

#### ---COMPETITIVE---

|               |           |      |    |      |     |      |     |      |     |      |    |
|---------------|-----------|------|----|------|-----|------|-----|------|-----|------|----|
| Market Totals | \$118,611 | KBLR | 0% | KLAS | 25% | KSNV | 29% | KTNV | 18% | KTUD | 1% |
|               |           | KVCW | 5% | KVMY | 3%  | KVVU | 19% |      |     |      |    |

#### ---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11  
Demos RA35+

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---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

CASH IN ADVANCE